



# Take the **President's** Challenge

The Active Lifestyle & Presidential  
Champions programs



**You're it.**  
**Get *fit!***

The President's Challenge Physical  
Activity & Fitness Awards Program

A Program of the President's Council on Physical Fitness  
and Sports, U.S. Department of Health and Human Services

# The Challenge starts with you.

**It only takes a small change. Instead of telling yourself you can't, tell yourself you can.** The President's Challenge can help anyone get more active – no matter what your fitness level. What began as a national youth fitness test has grown into a series of programs that encourage healthier lifestyles.

## **All Kinds of Ways to Get Active**

The idea behind the President's Challenge is to make staying active easy and fun. We'll help you find a program that's right for you, with activities you like. You can keep track of your progress on paper, or register on the Web site and use our online activity log.

## **Where to Start**

Your first step: deciding which program you want to start with. If you are just getting started, the Active Lifestyle program is for you. Or if you are already active and ready for a new challenge, there is the Presidential Champions program.





## **The Active Lifestyle Program**

This program is designed to help you make and keep a commitment to staying active. And stick to it. It helps adults get active for 30 minutes a day/5 times a week (or 60 minutes a day for youths under 18). All it takes is a few simple steps.

# The Active Lifestyle program

## **1. Choose an activity.**

Choose activities that you enjoy and make you feel good. For example, it could be walking, taking an exercise class, playing a sport, or doing chores around the house. You can take the Challenge by yourself, or together with friends and family.

## **2. Get active.**

You need to meet your daily activity goal (30 minutes a day for adults/60 minutes a day for youths under 18) at least 5 days a week, for a total of 6 weeks. You can take up to 8 weeks to complete the program.

There's also a pedometer option for meeting your daily activity goal. See "Using a Pedometer" on the next page for all the details.

## **3. Track your activity.**

Our online activity log makes it easy for you to track the time you spend on

activities. You can log your time as often as you want, in amounts as short as 5 minutes.

You can also keep track of your progress on paper with the enclosed activity log form (page 14). Keep in mind, this means we won't have an online record of the activity points you earn — which could apply to other programs in the President's Challenge.

## **4. Earn your award.**

Whenever you reach a goal, the Active Lifestyle program recognizes your accomplishment with special awards. Awards are available online, by mail, fax, or phone. Then you can continue earning awards in the Active Lifestyle program or move on to the next challenge: the Presidential Champions program.



# Using a pedometer

If you like to run or walk, you can use a pedometer – a small device that automatically counts the number of steps you take. Then just record the number of steps in your activity log.

If you want to log minutes one day and pedometer steps the next, that's okay. As long as you meet your daily activity goal of minutes or steps.

## Different people will have different daily goals:

Girls 6 to 17 – At least 11,000 steps a day

Boys 6 to 17 – At least 13,000 steps a day

Adults 18 or older – At least 10,000 steps a day

Determine your average steps per day for one week. Then increase your steps by 500/day per week until you reach 10,000.

## Active Lifestyle Log Example:

Week 1	Activities	# of Minutes or Pedometer Steps
Mon	Swimming, Cleaning House	40
Tues	Pedometer	10,500
Wed	Dance Lessons, Walk the Dog	75
Thurs	Pedometer	10,000
Fri	Softball	30
Sat	Bicycling	40
Sun	Hiking with Family	50
Participant Signature		Date



## **Presidential Champions**

This program is for adults who are active more than 30 minutes a day/5 days a week (or more than 60 minutes a day for youths under 18). There's even a special option for athletes and others who train at more advanced levels.

You can only join the Presidential Champions program online at [www.presidentschallenge.org](http://www.presidentschallenge.org). Taking part in the program only takes a few simple steps:

# The Presidential Champions program

## 1. Choose an activity.

Select activities that you enjoy and make you feel good. For example, you could go running, walk the dog, or participate in martial arts. You can take the Challenge by yourself, or together with friends and family.

## 2. Get active.

Your goal is to see how many points you can earn by being active. You'll earn points for every activity you log. The number of points you earn is based on the intensity of your activities and the amount of time you participate.

## 3. Track your activity.

Our online activity log makes it easy for you to track the time you spend on activities. You can log your time as often as you want, in amounts as short as 5 minutes. Although you can't log time for activities you haven't done yet, you can go back up to 7 days to enter past activities.

## 4. Earn your award.

The Presidential Champions program recognizes your accomplishments with special awards. The first goal to shoot for is a Bronze award. Then you can keep going for a Silver or Gold. Awards are available online, by mail, phone or fax.

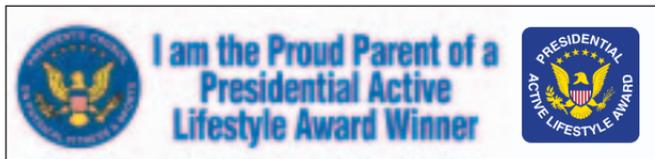
You'll find all the program details — including how many points are needed for each award level — online at [www.presidentschallenge.org](http://www.presidentschallenge.org). The only thing left is to log on and sign up.



# Awards. Appreciate what



Presidential Active Lifestyle Award Emblem  
(Actual Size: About 3" square)



Bumper Sticker (Actual Size: 3" x 12")



Presidential Active Lifestyle Certificate  
(Actual Size: 8" x 10")



Strip of Stickers for Presidential Active Lifestyle Certificates



Presidential Active Lifestyle Lapel Pin

We now offer two different pedometers for both programs.

## The TrekLinq

The TrekLinq is our more advanced pedometer that will keep track of the number of steps in a day, distance, speed, time elapsed during exercise, calories, time of day, as well as archiving and scanning features. It features the President's Challenge logo on the cover, a spare battery, and a belt clip. This pedometer is great for older youths and adults.



The TrekLinq

## The StepLinq

The StepLinq is our basic pedometer that will keep track of the number of steps that you take in a day. It features the phrase Active Lifestyle on the outside, a recessed reset button, and a spring belt clip. This pedometer is great for youths.

The StepLinq



President's Challenge Pedometers  
(Actual Size: Each is approximately 2" x 1 1/2")

# at you've accomplished.



Presidential Champions Medallions  
(Gold, Silver, Bronze)



Presidential Champions Lapel Pins  
(Silver, Gold, Bronze)



Presidential Champions Ribbons  
(Silver, Gold, Bronze)

## **Presidential Champions Set**

Complete award set includes one of each:  
Medallion, Lapel Pin, Ribbon and Certificate  
(Silver, Gold, Bronze)

# For when you've met

## T-shirts Available



**PRESIDENTIAL ACTIVE LIFESTYLE AWARD T-SHIRT**  
Oxford grey with silk-screened logo on chest.

Youth: Medium-Large or  
Adult: Small-XX-Large



**PRESIDENT'S CHALLENGE INSTRUCTOR T-SHIRT**

White with silk-screened message front and back.

Short or long sleeve.

Adult: Small-XX-Large

NOTE: All t-shirts are 5.6 oz. 100% preshrunk cotton.

Size Chart	S	M	L	XL	XXL
Mens	34-36	38-40	42-44	46-48	50
Womens (Bust)	34-36	38-40	42-44	N/A	N/A
Womens (Blouse)	10-12	14-16	18-20	N/A	N/A
Youth	N/A	10-12	14-16	N/A	N/A

# the Challenge.



## PRESIDENTIAL CHAMPIONS T-SHIRTS

White or grey with a silk-screened logo on chest (Bronze on white, Silver on white, Gold on oxford grey)

Youth: Medium–Large or Adult: Small–XX–Large

NOTE: All t-shirts are 100% preshrunk cotton. Bronze is 5.6 oz.; Silver and Gold are 6.1 oz.

Size Chart	S	M	L	XL	XXL
Mens	34-36	38-40	42-44	46-48	50
Womens (Bust)	34-36	38-40	42-44	N/A	N/A
Womens (Blouse)	10-12	14-16	18-20	N/A	N/A
Youth	N/A	10-12	14-16	N/A	N/A

Presidential Champions Certificates (Gold, Silver, Bronze)  
(Actual Size: 8" x 10")



# How to order your Awards

## To order online

Visit [www.presidentschallenge.org](http://www.presidentschallenge.org) to place orders 24 hours a day, year-round.

## To order by mail

Fill out the enclosed order form and send to the address below. Please do not send cash. Allow 18 days for delivery from the time we receive your order.

The President's Challenge • 501 N. Morton,  
Suite 104 • Bloomington, IN 47404

## To order by phone

Call 1-800-258-8146 to place an order or ask questions. Our toll-free line is open 8am to 5pm, Monday through Friday (Indianapolis, Indiana Time). You'll need a credit card or institutional purchase order for phone orders.

## To order by fax

Fill out the enclosed order form and fax it to 1-812-855-8999, 24 hours a day. You'll need a credit card or purchase order number, along with a phone number or e-mail address where you can be reached. Please allow 18 days for delivery from the time we receive your order.



## Shipping policy

We will send orders inside the U.S. by FedEx Ground. All other orders will be sent by the U.S. Postal Service.

When you receive your order, please check it carefully. If your order is incomplete, please contact the program office immediately. Please contact our office for return and exchange authorizations.

## Rush orders

For an extra charge, we can guarantee delivery of your order within 4 business days. To place a rush order, just add 25% of the subtotal or \$25 (whichever is greater) to your subtotal. We'll send your order by FedEx Express Two Day Air or FedEx Ground if the destination is within the 2-day delivery zone. Sorry, we cannot accept international rush orders.

## If you're under 18

When you've earned an award, sign your name to confirm your activities for each week and have a supervising adult sign to verify your activities.

## If you're taking the Challenge through your school or a youth organization

Your instructor will order awards for everyone in your class. If you're taking the Challenge with family or a group of friends, you'll need an adult to order awards for you.

# The President's Challenge Order Form

## Ship to:

Name (Required) \_\_\_\_\_

School/Organization \_\_\_\_\_

Address \_\_\_\_\_  
(Sorry, no P.O. boxes)

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

E-mail \_\_\_\_\_ Phone Number (\_\_\_\_) \_\_\_\_\_

Check if you would like to be added to our e-mail list.

## Billing Address (if different than above):

Name (Required) \_\_\_\_\_

School/Organization \_\_\_\_\_

Address \_\_\_\_\_  
(Sorry, no P.O. boxes)

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone Number (\_\_\_\_) \_\_\_\_\_

Check/Money Order # \_\_\_\_\_  Bill us (institutional purchase orders only)

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_  
(Only MasterCard and Visa accepted)

Purchase Order # \_\_\_\_\_ Signature \_\_\_\_\_

This form may be photocopied.

Mail this completed form to:

The President's Challenge  
501 N. Morton, Suite 104  
Bloomington, IN 47404

or fax to 1-812-855-8999

### Shipping & Handling:

(Foreign orders must be prepaid in U.S. currency.)

Less than \$10.00 = \$4.00  
\$10.00-\$24.99 = \$5.00  
\$25.00-\$49.99 = \$6.00  
\$50.00-\$99.99 = \$7.00  
\$100 or more = 8% of subtotal

Please contact our office for return and exchange authorizations.

Please allow 18 days from receipt of your order at our program office for delivery of your awards.

## Awards:

Description	Code	Quantity	Unit Price	Amount
PALA Set (emblem, certificate, stickers)		100	1.75	
PALA Certificate		110	.50	
PALA Stickers		120	.30	
PALA Bumper Sticker		130	.25	
PALA Lapel Pin		150	3.00	
TrekLinq Pedometer		140	15.00	
StepLinq Pedometer		141	12.00	
Get Fit! Handbook (Qty of 1-99)		060	1.25	
Get Fit! Handbook (Qty of 100+)		061	1.00	
<b>Please check Color (Code)</b>				
Presidential Champions Medallion	<input type="checkbox"/> Bronze (202) <input type="checkbox"/> Silver (201) <input type="checkbox"/> Gold (200)			Bronze 5.00 Silver 5.50 Gold 6.00
<b>Please check Color (Code)</b>				
Presidential Champions Lapel Pin	<input type="checkbox"/> Bronze (212) <input type="checkbox"/> Silver (211) <input type="checkbox"/> Gold (210)			Bronze 2.50 Silver 2.75 Gold 3.00
<b>Please check Color (Code)</b>				
Presidential Champions Ribbon	<input type="checkbox"/> Bronze (222) <input type="checkbox"/> Silver (221) <input type="checkbox"/> Gold (220)			Bronze 0.80 Silver 0.90 Gold 1.00
<b>Please check Color (Code)</b>				
Presidential Champions Certificate	<input type="checkbox"/> Bronze (232) <input type="checkbox"/> Silver (231) <input type="checkbox"/> Gold (230)			Bronze 0.50 Silver 0.65 Gold 0.75
<b>Please check Color (Code)</b>				
Presidential Champions Set	<input type="checkbox"/> Bronze (242) <input type="checkbox"/> Silver (241) <input type="checkbox"/> Gold (240)			Bronze 8.00 Silver 8.50 Gold 9.00

## Award Shirts:

Description	Color	S	M	L	XL	2XL	Code	Quantity	1-11	12-23	24-143	144+
Adult PALA Tee	Grey						065		8.50	7.75	7.25	6.90
Youth PALA Tee	Grey	■			■	■	066		7.35	6.60	6.10	5.75
Adult Instructor Tee	White						090		9.95	9.25	8.75	8.50
Adult Instructor Tee - Long Sleeve	White						091		11.50	10.95	10.50	9.95
<b>Presidential Champ</b>												
Adult Gold Tee	Gold						250		8.50	7.75	7.25	6.90
Youth Gold Tee	Gold	■			■	■	251		7.35	6.60	6.10	5.75
Adult Silver Tee	Silver						260		8.50	7.75	7.25	6.90
Youth Silver Tee	Silver	■			■	■	261		7.35	6.60	6.10	5.75
Adult Bronze Tee	Bronze						270		8.50	7.75	7.25	6.90
Youth Bronze Tee	Bronze	■			■	■	271		7.35	6.60	6.10	5.75

Sub-Total +

Rush Charge (25% of Sub-Total or \$25.00 whichever is greater) +

Shipping & Handling =

GRAND TOTAL

# The Active Lifestyle Activity Log

Participant Name: \_\_\_\_\_ Date Started: \_\_\_\_\_ Date Completed: \_\_\_\_\_

Week 1	Activities	# of Minutes or Pedometer Steps
Mon		
Tues		
Wed		
Thurs		
Fri		
Sat		
Sun		
Participant Signature _____		Date _____

Week 2	Activities	# of Minutes or Pedometer Steps
Mon		
Tues		
Wed		
Thurs		
Fri		
Sat		
Sun		
Participant Signature _____		Date _____

Week 3	Activities	# of Minutes or Pedometer Steps
Mon		
Tues		
Wed		
Thurs		
Fri		
Sat		
Sun		
Participant Signature _____		Date _____

Week 4	Activities	# of Minutes or Pedometer Steps
Mon		
Tues		
Wed		
Thurs		
Fri		
Sat		
Sun		
Participant Signature _____		Date _____

Week 5	Activities	# of Minutes or Pedometer Steps
Mon		
Tues		
Wed		
Thurs		
Fri		
Sat		
Sun		
Participant Signature _____		Date _____

Week 6	Activities	# of Minutes or Pedometer Steps
Mon		
Tues		
Wed		
Thurs		
Fri		
Sat		
Sun		
Participant Signature _____		Date _____

## Verification

I certify that I have met the requirements of the Presidential Active Lifestyle Award.

- I have met my daily activity goal for at least 5 days each week.
- I have performed my physical activities for at least 6 weeks.

Participant Signature: \_\_\_\_\_

Supervising Adult's Signature (if applicable): \_\_\_\_\_

# Staying Connected

To learn more about The President's Challenge Physical Activity and Fitness Awards Program, go online at [www.presidentschallenge.org](http://www.presidentschallenge.org) or call toll-free at **1-800-258-8146**.

You can ask for helpful information (like the **Get Fit!** handbook or the **PCPFS Research Digest**), sign up for our **Fitness Is Fun** newsletter, or find answers to your questions.

The President's Challenge  
501 N. Morton, Suite 104  
Bloomington, IN 47404  
email: [preschal@indiana.edu](mailto:preschal@indiana.edu)

The President's Council on Physical  
Fitness and Sports  
Hubert Humphrey Building  
200 Independence Avenue SW  
Washington, DC 20201-0004  
[www.fitness.gov](http://www.fitness.gov)





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41-462-20

